

What is a Marketing Content Strategist?

“Content strategists collaborate with PSM teams to develop compelling marketing assets on topics that are based on data-driven persona and SEO research. They constantly explore and create innovative new ways to tell stories that would resonate with personas and drive prospects to make buying decisions. Like producers in the film industry, they are responsible for bringing together content elements from various sources, directing writers to assemble the narrative pieces, ensuring the content is the highest possible quality to reflect well on the company brand, and shepherding the content through the design process for its engaging presentation.”

-Ed Mauss, Content Strategist for ServiceNow



Ed Mauss

ServiceNow Tenure

- Contractor: 2021- 2022
- Converted to FTE: 4/4/2022
- <https://www.linkedin.com/in/edmauss/>

Background

- A former Senior Manager for Content at Dell (managing a large team) before joining ServiceNow, Ed's expertise and attention to detail has been recognized across multiple teams. He began as the go-to for all core tech content matters. After establishing himself in one of our most challenging buying centers, he was moved into an overarching role across all Tier 1 products to mentor new strategists and ensure consistency.

Value

- Ed is our foundational content lead. He is able to digest a massive amount of information and repackage it into impactful demand content. In this capacity, he oversees the work of several contractors.
- Ed has been invaluable in onboarding and training strategists and writers. His substantial content experience pre-ServiceNow gives CET incredible flexibility.
- Ed has domain knowledge and content experience in Service Ops, Asset Management, Portfolio Management, GenAI, podcasting, and creative storytelling.
- IMPACT: As the lead demand Content Strategist for Core Technology, the content that Ed has overseen and created has yielded more than **\$569M in influenced pipeline since January 2024** (MARZ dashboard).
- Ed is tenacious. He finds wrinkles in even the simplest of tasks and transforms them into team-elevating efforts. He is someone who cares deeply about his work and his colleagues, and will go above and beyond to advance both.

"Ed is focused on creating content that meets our prospects and customers wherever they are in their journey with ServiceNow. He constructs narratives and products that extend core messaging around our CIWF products and is an excellent collaborative partner to PSM."

- Matt O'Brien, Product Marketing

"Ed's curiosity and commitment to excellent make him a pleasure to work with. The goal is to make content that is impactful for our customers and he is dialed into that."

- Jayd McFerson, Director, Value Excellence

"Ed is very collaborative and seeks out opportunities to engage cross functionally in an effort to better support our customers. I hope to continue to partner with Ed."

- John Polaschek, Sr. Director, Curriculum Development

Ed Mauss: Featured Work

Put AI to Work: Next Step AI Guides



Ed excels at making technical information appealing to a novice reader. He was the tip of the spear when developing our first AI-centric BOM, creating the first version of the Next Step AI Guides. The format he developed was then replicated across four Tier 1 buying centers, iterations were created for four industry, and the asset was also repurposed for an SDR sales cadence. This projected embodied everything we aim for when it comes to scalable, high ROI content.

> [DAM Link – PDF](#)

World Forum: Gen AI Follow-up Assets



The ServiceNow World Forum series has reinvigorated how we interact with our target personas, but once the event is over, there was a major need to stay engaged. Even with our GenAI offering so nascent, Ed was able to create compelling discovery and consideration assets optimized for those who had attended the event and curious to learn more. Ed also experimented with a new, creative format inspired from brand awareness videos to create a red thread thorough out the buyer's journey many months before it became a common term.

> [DAM Link](#)

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GIC Campaigns: The Business Value of ServiceNow



> [Link](#)

Ed has been the mastermind behind one of ServiceNow's most successful consideration assets. The Business Value of ServiceNow evolved from a clever idea to a multi-persona series that has influenced nearly \$50m in pipeline. The first generation of this series leverage Forrester TEI data, then productivity data, to help convince executives that our products were a sound investment. Ed is now leading a 2024/2025 upgrade of the series, working closely with the recently established Value Excellence team, creating both AI- and product-specific versions.

GIC Campaigns: The Ed Mauss Novellas



[Link](#)

> [DAM LINK](#)

B2B content is always informative. The challenge is in making it engaging. A strength of Ed is his storytelling ability – taking the shared experiences from our customers and making the experiences relatable to those prospective customers who require more context. The "novella" is a case study uniquely crafted to be character driven. It eases the reader into capabilities through a rich narrative.